

**SRI VENKATESWARA COLLEGE OF ENGINEERING (SVCE)
PENNALUR, SRIPERUMBUDUR-602117
(An Autonomous Institution)**

DEPARTMENT OF INFORMATION TECHNOLOGY

REPORT ON REAL TIME AI IN BUSINESS INTELLIGENCE APPLICATIONS

SPEAKER: MR. G.VIVEK, SENIOR MANAGER, PROJECTS, CTS, CHENNAI.

Date: 03/06/2020

Time: 3.00 pm to 4.30 pm

Objective

The main objective of webinar is to understand impact of Artificial intelligence (AI) in today's business corporations and how to automate business communication with customers without the need of human agents. Also, to know how AI provides solutions to business challenges for automated decision making and provide value to customers.

About the programme

The programme highlights how the businesses can avail the benefits of AI with personalized experience based on AI-driven data insights derived from customer behaviour and online purchasing patterns. Also, about how real-time help can be provided to the customers where companies can use AI-powered mobile apps to communicate with large number of customers on a real-time basis and to provide personalized services to individual customers. Different applications of artificial intelligence in business such as work automation, sales and marketing and customer services were demonstrated with case studies. Churn prediction, retail services etc. were also demonstrated with real life examples. The webinar focussed on how the global business world is witnessing increasing volumes of connected devices and business data. With the massive increase in business data, corporations can no longer depend on traditional business analytics or business intelligence tools to analyze data and derive valuable business insights for better decision making and business strategies. Also, Thoughtspot, a search and AI-driven analytics was demonstrated where company data can be processed in seconds and automated insights are delivered.

Benefits

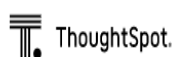
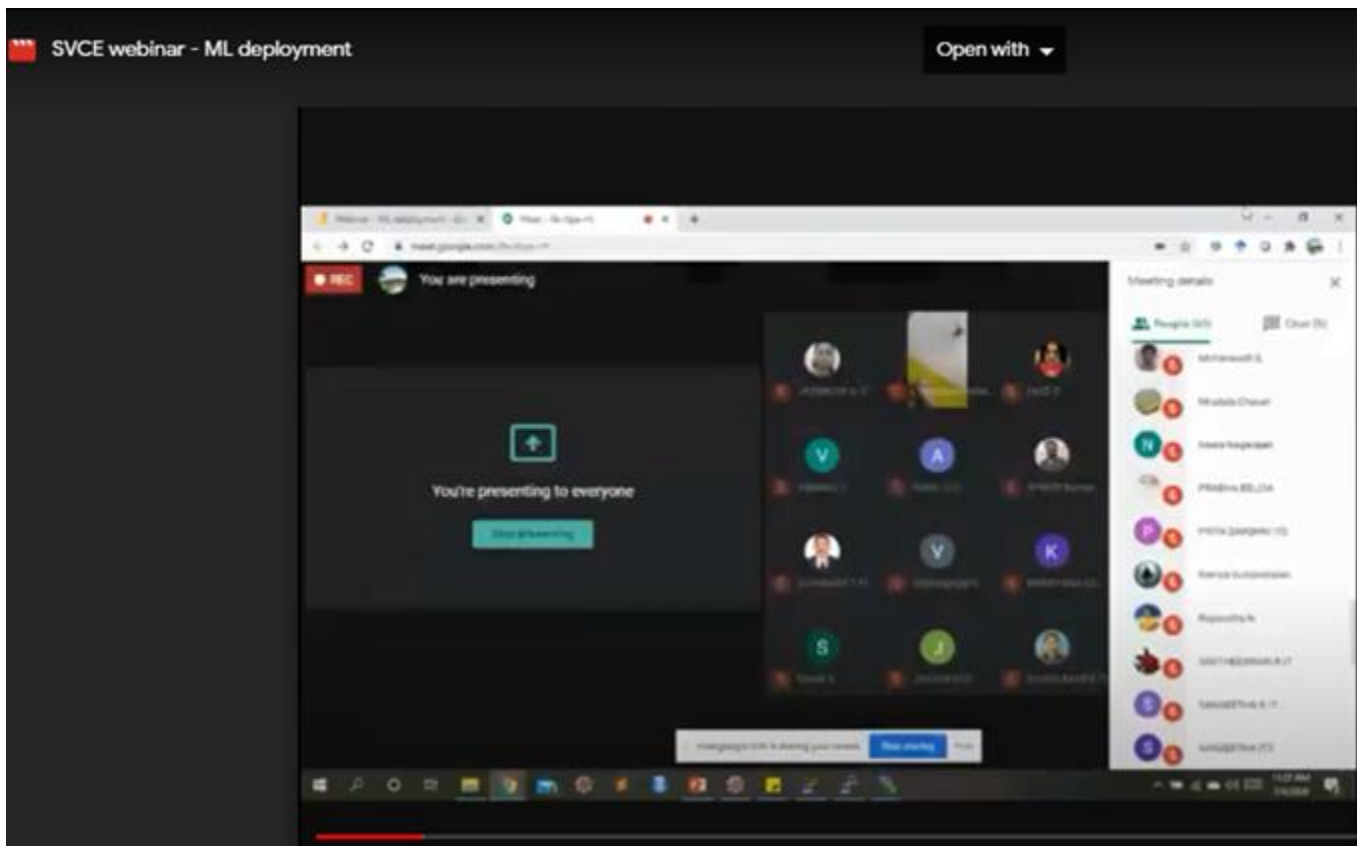
- To gain knowledge on growing adoption and importance of Artificial Intelligence technologies in business functionalities including business analytics and business intelligence.
- To get real time insights from the rapidly evolving market data that can aid the business managers in key day-to-day decisions.

CO-ORDINATORS

Dr. G.Sumathi, Professor, Dept. of Information Technology, SVCE.

Ms.D.Jayanthi, Assistant Prof. , Dept. of Information Technology, SVCE.

PHOTOS



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